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FILED

JUN 10 2010

DEPARTMENT OF MANAGED HEALTH CARE  
By Chia Burns  
Filing Clerk

BEFORE THE DIRECTOR OF THE  
DEPARTMENT OF MANAGED HEALTH CARE  
OF THE STATE OF CALIFORNIA

In the Matter of:

Enforcement Matter No.: 05-061

DENTALPLANS.COM, INC.,

AMENDED STAY ORDER 06-10-2010

Respondent.

Effective: Through and including July 12, 2010

TO: DentalPlans.com, Inc.:

c/o Counsel for Respondent  
Schutz Litigation, LLC.  
Mr. Donald J. Schutz, Esq.  
535 Central Avenue  
St. Petersburg, FL 33701

Lucinda Ehnes, the Director of the Department of Managed Health Care (hereinafter "the Department"), by and through her designee, Assistant Chief Counsel, Patricia Sturdevant, has reviewed the Respondent's Request for Extension of Stay Order submitted to the Department on June 2, 2010, and the Respondent's previous submissions to the Department, including without limitation the Amended and Supplemental Request for Stay of the Cease and Desist Order submitted on April 26, 2010, the Declaration of Alfred Gustave Johnson as CEO of DentalPlans.com, Inc. in Support of DentalPlans.com,

1 Inc.'s Request for Stay, information submitted by DentalPlans.com to the Department in its License  
2 Application and amendments thereto, DentalPlans.com's request for additional time from the  
3 Department, and the granting of additional time to and including June 25, 2010, to submit additional  
4 information to amend its license application, and information publicly available on the  
5 DentalPlans.com's Internet Website, and makes the following:

## 7 FINDINGS

8 The Director hereby makes the following findings:

- 9 1. That the Knox-Keene Act, Health and Safety Code section 1391(c) provides that:

10 If a timely request for a hearing is made by an unlicensed plan, the  
11 director may stay the effect of the order to the extent that the order  
12 requires the cessation of operation of the plan or prohibits acceptance of  
13 new members by the plan, for that period and subject to those conditions  
14 that the director may require, upon a determination by the director that the  
action would be in the public interest.

- 15 2. That the Knox-Keene Act further provides that the Director may from time to time adopt,  
16 amend, and rescind any orders that are necessary to carry out the provisions of the Knox-Keene Act.

- 17 3. That by submitting its Respondent's DentalPlans.com, Inc.'s Request for Extension of  
18 Stay Order and representing that it is entitled to a stay and an extension of the stay of the Cease and  
19 Desist Order pursuant to Health and Safety Code section 1391(c) DentalPlans.com, Inc. is admitting and  
20 representing to the Department that it is an "unlicensed plan" as set forth in section 1391, subsection (c).

- 21 4. That on July 29, 2009, the Department issued to DentalPlans.com an Order re Licensure,  
22 and that one of the terms of that Order re Licensure was that after DentalPlans.com had filed its  
23 application for licensure, DentalPlans.com, Inc. was to demonstrate efforts, satisfactory to the  
24 Department, to timely resolve all issues identified by the Department in the licensing process and to  
25 complete the licensure process in a timely manner.

- 26 5. That DentalPlans.com has not demonstrated efforts to timely resolve all of the issues  
27 identified by the Department in the licensing process or demonstrated efforts to complete the licensure process  
28 in a timely manner, and that DentalPlans.com was informed of this on March 25, 2010.

1           6.       That on April 19, 2010, the Department terminated its Order re Licensure.

2           7.       That the Department continues to be open and willing to work with DentalPlans.com to  
3 receive information from it correcting the deficiencies in DentalPlans.com's verified Application for License  
4 as a Health Care Service Plan or Specialized Health Care Service Plan and to timely process  
5 DentalPlans.com's verified Application for License as a Health Care Service Plan or Specialized Health Care  
6 Service Plan, and that DentalPlans.com was informed of this on March 25, 2010.

7           8.       That DentalPlans.com since having been served with a copy of the Cease and Desist Order,  
8 continued to disseminate to the California health care consumer on DentalPlans.com's websites, including  
9 but not limited to, www.DentalPlans.com, presentations and/or advertising in violation of Health and  
10 Safety Code section 1395, by the use of prohibited inexact prices, inconsistent discounts, gifts, or baits  
11 of a similar nature, but recently has ceased the majority of these practices.

12          9.       That DentalPlans.com had asked for additional time within which to resolve all of the  
13 issues identified by the Department in the licensing process and to demonstrate efforts to complete the  
14 licensure process in a timely manner, and that the Department granted that request allowing DentalPlans.com  
15 to submit additional information to licensing on or before May 25, 2010.

16          10.      That DentalPlans.com has asked for an additional 30-days beyond May 25, 2010, within  
17 which to resolve all of the issues identified by the Department in the licensing process and to demonstrate  
18 efforts to complete the licensure process in a timely manner.

19          11.      That the Department has granted DentalPlans.com's request for more time to resolve all of the  
20 issues identified by the Department in the licensing process and to demonstrate efforts to complete the  
21 licensure process in a timely manner to and including Friday, June 25, 2010.

22          12.      That on or before June 25, 2010, the Department will have received additional information  
23 from DentalPlans.com regarding its license application.

24          13.      That by July 12, 2010, the Department will have had sufficient time to review the information  
25 submitted by DentalPlans.com regarding its license application and to determine whether DentalPlans.com  
26 has submitted sufficient information to resolve all of the issues identified by the Department in the licensing  
27 process and whether DentalPlans.com has demonstrated efforts to complete the licensure process in a timely  
28 manner.

14. That based on all of the findings above and information submitted by the Respondent to the Department, including without limitation, the Respondent's Request for an Extension Stay of the Cease and Desist Order, the Amended and Supplemental Request for Stay of the Cease and Desist Order, the Declaration of Alfred Gustave Johnson as CEO of DentalPlans.com, Inc. in Support of DentalPlans.com, Inc.'s Request for Stay, the Department's Order re Licensure issued to DentalPlans.com, information submitted by DentalPlans.com to the Department in DentalPlans.com's License Application and amendments thereto, the Department's comments to DentalPlans.com regarding its license application, DentalPlans.com's request for additional time from the Department, and the granting of additional time to DentalPlans.com by the Department to and including June 25, 2010, to submit additional information to amend its license application, and information publicly available on DentalPlans.com's Internet Websites, an example of which is attached, and incorporated herein as Exhibit A, a stay for a certain period and on conditions is in the public interest.

15. Based on the above findings and information, the Director through her designee, makes the following:

## ORDER

1. The following provisions of the Cease and Desist Order issued on April 15, 2010, are hereby stayed through and including July 12, 2010:

**Cease and Desist Order paragraphs numbered:**

**1.a., 1.c, 1.d, 1.e, 2, 3, 5, and 6 (pages 12-14).**

2. All other provisions of the Cease and Desist Order issued on April 15, 2010, remain in full force and effect.

**IT IS SO ORDERED.**

Dated: June 10, 2010

DEPARTMENT OF MANAGED  
HEALTH CARE

By: PATRICIA STURDEVANT  
Assistant Chief Counsel  
Department of Managed Health Care

EXHIBIT A



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- Save 15 to 50 percent\* on everything from general dentistry and cleanings to root canals, crowns and orthodontia.
- Individual Program : \$104.95 per Year
- Family Program : \$159.95 per Year
- Earliest Activation Date: 5/7/2010

Sample Savings

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### Participating Dentists in Your Area

**Dr. Brian C Steele**  
1115 12th St Suite 2-a  
Sacramento, CA 95814  
Participates in 2 Plans

**Dr. Ronald E Thompson**  
1500 21st Street  
Sacramento, CA 95811  
Participates in 2 Plans

**Dr. Kenneth E Moore**  
1500 21st Street  
Sacramento, CA 95811  
Participates in 2 Plans

**Dr. Edward T Wiggins**  
1816 L Street  
Sacramento, CA 95811  
Participates in 2 Plans

**Dr. Veena Vamadev**  
8105 Edgewater Drive  
Sacramento, CA 94261  
Participates in 13 Plans

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### Alliance HealthCard Gold Card

[Join](#)

- Enjoy discounts of 30% to 60% on most dental services
- Individual Plan : \$144.95 per Year
- Family Plan : \$199.95 per Year
- Earliest Activation Date: 5/12/2010

Sample Savings

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### Careington Care 500 Series

[Join](#)

- Save 20% to 60% on most dental procedures including routine oral exams, unlimited cleanings, and major work such as dentures, root canals, and crowns
- Individual Plan : \$139.95 per Year
- Family Plan : \$139.95 per Year
- Earliest Activation Date: 5/10/2010

Sample Savings

[View Sample Savings](#)

### Preferred Network Access by CIGNA

[Join](#)

- Orthodontia (orthodontics) included
- Individual Plan : \$134.95 per Year
- Family Plan : \$189.95 per Year
- Earliest Activation Date: 5/6/2010

Sample Savings

[View Sample Savings](#)

### Preferred Network Access by CIGNA (Dental Only)

[Join](#)

- Orthodontia (orthodontics) included
- Individual Plan : \$104.95 per Year
- Family Plan : \$159.95 per Year
- Earliest Activation Date: 5/6/2010

Sample Savings

[View Sample Savings](#)

### Dental Care Advantage

[Join](#)

- Discounts apply to all services performed, including cosmetic and orthodontic procedures
- Individual Program : \$124.95 per Year
- Family Program : \$169.95 per Year
- Earliest Activation Date: 5/7/2010

Sample Savings

[View Sample Savings](#)

### Vital Savings by Aetna

[Join](#)

- Members save 15% to 50% \* on a wide array of dental services, from general dentistry and cleanings to root canals, crowns and orthodontia.
- Individual Program : \$134.95 per Year
- Family Program : \$179.95 per Year
- Earliest Activation Date: 5/6/2010

Sample Savings

[View Sample Savings](#)

### UNI-CARE 200 Discount Dental Plan

[Join](#)

- Orthodontia (orthodontics) included
- Individual Plan : \$114.95 per Year
- Family Plan : \$169.95 per Year
- Earliest Activation Date: 5/7/2010

Sample Savings

[View Sample Savings](#)

### Dent-All Plan, Inc. Nationwide Program

[Join](#)

- Orthodontia (orthodontics) included
- Individual Plan : \$114.95 per Year
- Family Plan : \$169.95 per Year
- Earliest Activation Date: 5/7/2010

Sample Savings

[View Sample Savings](#)

**Signature Wellness Plan (Dental Only)**[Join](#)

- Treatment that emphasizes prevention and early detection of dental problems
- Individual Plan : \$114.95 per Year
- Family Plan : \$169.95 per Year
- Earliest Activation Date: 5/7/2010

[View Sample Savings](#)**First Dental Health Access Dental Plan**[Join](#)

- Exclusive provider network to the states of California, Nevada and Arizona
- Individual Plan : \$124.95 per Year
- Family Plan : \$169.95 per Year
- Earliest Activation Date: 5/10/2010

[View Sample Savings](#)**Careington Select Plan**[Join](#)

- Save 10% to 50% on most dental procedures including routine oral exams, unlimited cleaning, and major work such as dentures, root canals, and crowns
- Individual Plan : \$114.95 per Year
- Family Plan : \$169.95 per Year
- Earliest Activation Date: 5/7/2010

[View Sample Savings](#)**Patriot Plan**[Join](#)

- One Periodic Oral Examination FREE per year at participating general dentist \*
- Individual Plan : \$104.95 per Year
- Family Plan : \$159.95 per Year
- Earliest Activation Date: 5/7/2010

[View Sample Savings](#)**UNI-CARE 100 Discount Dental Plan**[Join](#)

- Orthodontia (orthodontics) included
- Individual Plan : \$79.95 per Year
- Family Plan : \$129.95 per Year
- Earliest Activation Date: 5/7/2010

[View Sample Savings](#)**Affordable Family Health Services**[Join](#)

- Save 25% to 60% on most dental care services including cleanings, root canals, crowns, braces, veneers and much more
- Individual Plan : \$124.95 per Year
- Family Plan : \$169.95 per Year
- Earliest Activation Date: 5/6/2010

[View Sample Savings](#)**National Discount Services**[Join](#)

- Over 1,900 Dentists in California, Oregon, Washington, Nevada, and Ohio
- Individual Plan : \$104.95 per Year
- Family Plan : \$159.95 per Year
- Earliest Activation Date: 5/10/2010

[View Sample Savings](#)**Patriot Plan Plus**[Join](#)

- Orthodontia (orthodontics) included
- Individual Plan : \$114.95 per Year
- Family Plan : \$169.95 per Year
- Earliest Activation Date: 5/7/2010

[View Sample Savings](#)**Avia Dental Plan**[Join](#)

- Save 20% to 70% on your dental care
- Individual Plan : \$124.95 per Year
- Family Plan : \$169.95 per Year
- Earliest Activation Date: 5/7/2010

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Other discount plans in your area:

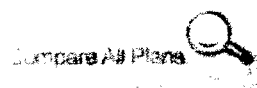
**OrthoCare Orthodontic Discount Program**[Join](#)

- Meaningful savings on orthodontic treatment
- Individual Plan : \$84.95 per Year
- Family Plan : \$109.95 per Year



• Earliest Activation Date: 5/7/2010

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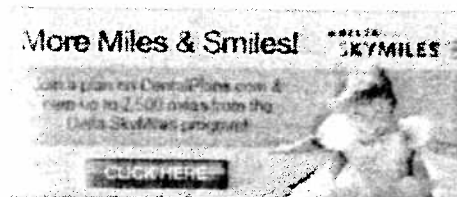
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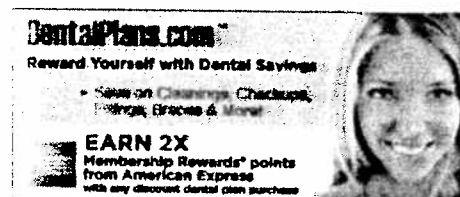
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Purchase any plan on DentalPlans.com with an eligible, enrolled American Express® Card from 3/15/10 to 6/15/10 and reward yourself with dental care savings AND 2X Membership Rewards® points! [Terms & conditions apply.](#) **BONUS ID: 3821**

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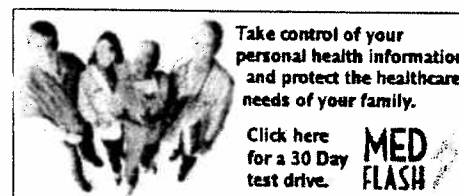


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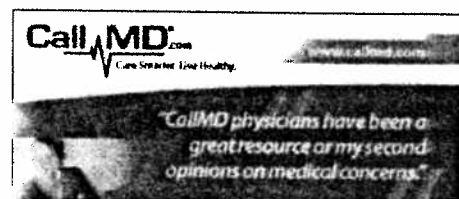
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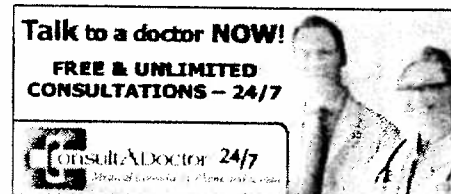
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